

62.71

n. Van Haelingen

1954
CATALOG

PORTRLAND 13, OREGON

at 140th Ave. and Sandy Blvd.

P. O. Box 5076

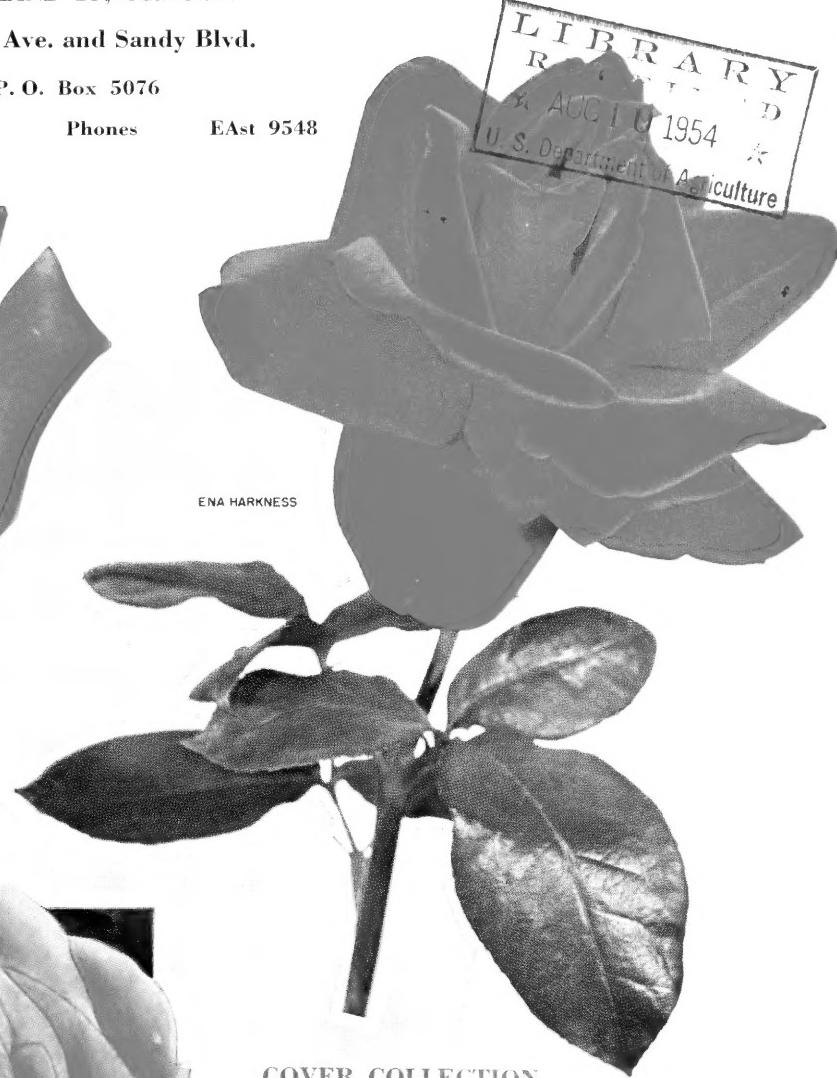
KENWOOD 6771

Phones

EAST 9548



MOJAVE



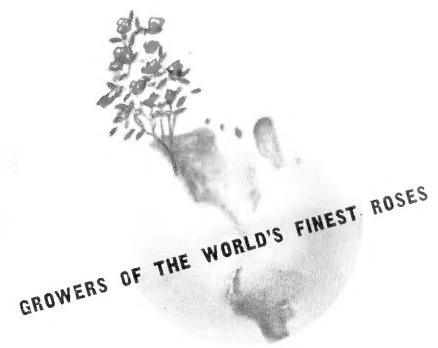
PEACE



PEACE

COVER COLLECTION
 Mojave (AARS 1954) \$3.00
 Peace (AARS 1945) 2.50
 Ena Harkness 1.50
 Catalog Value \$7.00

Collection Price
ONLY . . . \$6.50





A partial view
of the 180
acres of our
growing
grounds
where we
grow for you
"the world's
finest roses".



We are
members of:

All America
Rose Selections

American
Rose Society

Portland
Rose Society

American
Association of
Nurserymen

Van Hevelingen's OREGON-GROWN, NON-IRRIGATED ROSES, Known as "The World's Finest Roses"

Our 180-acre rose nursery is situated on the Columbia River Highway three miles east of the Portland city limits. Visitors are always welcome to go through our nursery and see the roses in bloom from June 15th to October 1st.

Here, in the mild climate of the Pacific Northwest, so perfect for the successful growing of roses, originate the plants which are confidently called, "The Worlds Finest Roses", and which our customers are growing and enjoying today all over the land.

On pages 6 and 23 of this catalog we have summarized for our many friends the most pertinent facts of the successful growing of roses to help you to ever greater success in your own rose garden, and ever more rewarding enjoyment of the flower of all flowers.

Before Ordering by Mail, Please Read Carefully:

GUARANTEE—We have been growing quality roses for over 20 years. Our bushes are all healthy field-grown plants, budded on Multiflora Japonica root stock, which gives them extra vigor and long life. Every bush is guaranteed to be true to name, carefully selected and packed to arrive in good condition. If found otherwise, please return immediately at our expense and a new shipment will be sent to you. The greatest precaution is exercised to keep all varieties true to name, and **we do not substitute unless authorized to do so**, and then under true labels only. Any plants proving otherwise will be replaced free of charge, but it is mutually agreed and understood that we will not be held liable for any amount greater than the purchase price. No replacements will be made after planting.

Plants shipped by Parcel Post or Express should arrive in perfect condition. On opening package, if roots should be

found to be dry, soak in water for 24 hours, or bury entire plant in wet soil for two or three days.

SPECIAL DISCOUNTS—A discount of 10% is offered on orders of fifty roses or more, patented varieties excepted.

TERMS—No C.O.D. shipments. Please send check or money order and **give list of substitutions**. In the absence of an alternate selection we assume that a substitution is not desired.

MINIMUM ORDER: 3 roses!

Prices are subject to change without notice.

SHIPPING SEASON—Dormant Plants are shipped between the dates of October 20th and April 20th. Please indicate on your order the date you desire shipment to be made.

See our illustrated directions on How to Grow Roses on pages 6 and 23 of this catalog.

PATENTED ROSES of Finest Quality

Roses marked ♦ will do well in all parts of the United States.

ANGELS MATEU—Patent 174

The ovoid buds open to huge globular flowers with a fascinating raspberry fragrance. The color, salmon overlaid with gold, stays well. Vigorous bushy habit, recurrent bloom. 2½ ft.

\$1.75 each

ANNA MARIE—Patent 935

Very large and double blooms of clear light pink. The high centered open blooms with recurved petal tips are especially fragrant and classically formed. Stems firm and strong on tall vigorous bushes. The blooms last long on the bush. Makes a long lasting cut flower too, if cut after the buds have started to open.

\$1.75 each

APPLAUSE—Patent 829

The dazzling light red ovoid buds open to many petaled blooms of a lighter shade. Buds and blooms are very large in the spring and become smaller in late summer. Plant medium tall and profusely branched. The large leathery foliage is mildew resistant. 2½-3 ft.

\$2.00 each

APRICOT QUEEN—Patent 464

A lovely rose of charming color. Orange and apricot at the base of the petals merge to salmon rose. Long pointed buds, symmetrical open blooms. Good foliage.

\$1.50 each

BLANCHE MALLERIN—Patent 594

A pure white fragrant hybrid tea rose. The beautifully modeled blooms have a live satiny sheen. If you seek a pure white rose of faultless form, this is it.

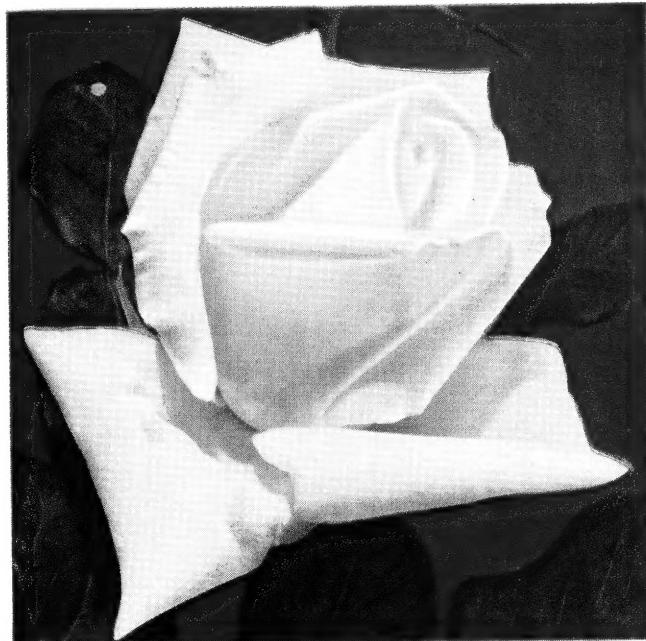
\$2.00 each

BUCANEER—Patent 1119

You'll like this new yellow rose. It holds its color well and grows to a really astonishing height. Established plants reach 5 to 6 feet without difficulty, so put this one at the back of your rose bed. The color is pure and dazzling buttercup yellow. Mildly fragrant and a steady bloomer.

\$2.75 each

California



Blanche Mallerin



Buccanneer



CALIFORNIA—Patent 449

A striking blend of reddish orange and saffron yellow, which develops best during cooler weather. The long buds open to huge flowers carried on good stems. Re-blooming. 2½ ft.

\$1.50 each

QUANTITY PRICES

Each	3 of One Variety for	12 of One Variety for	Each	3 of One Variety for	12 of One Variety for
\$1.50	\$3.90	\$15.60	\$2.25	\$6.00	\$24.00
1.75	4.65	18.60	2.50	6.60	26.40
2.00	5.25	21.00	2.75	7.20	28.80

CALIFORNIA CENTENNIAL—Patent 953

An intensely fragrant glowing crimson rose of outstanding beauty. Three foot plants well clothed with copper green foliage. Almost thornless. Long spiral crimson buds of elegant texture and glorious crimson color. 3 ft.

\$2.00 each

◆ CAPISTRANO—Patent 922

Glowing rose pink color which is retained throughout the life of the bloom. Unusually large bloom, 40-50 petals, up to 6 inches across. Flowers give off a rich heavy fragrance. Strong growth, long stems and disease resistant foliage. 4 ft.

\$2.25 each

CHARLES MALLERIN—Patent 933

"Buds and bloom of midn'ght crimson velvet. It is the finest, big black-red rose to date and the most velvety in appearance. It does not blue." A tall vigorous grower, not too symmetrical. The big, high-centered, 30-40 petaled blooms are richly fragrant.

\$2.50 each

◆ CHRYSLER IMPERIAL—Patent 1167

At last an ideal red exhibition rose. Abundant, high-centered flowers up to 5 inches in diameter, borne singly; sturdy, medium long stems. Vivid rich crimson tones—beautifully shaped flowers that last up to one week when cut. Long, tapering buds; large, dark green foliage. A Charlotte Armstrong offspring!

\$2.75 each



Charlotte Armstrong

◆ CHARLOTTE ARMSTRONG—Patent 455

Long streamlined blood red buds open to beautiful cerise blooms. The plant is vigorous, the foliage attractive and highly resistant to mildew. Here is one of the greatest favorites of all time. It does well everywhere. 3 ft.

\$2.25 each

CHIEF SEATTLE—Patent 1030

Large, symmetrical, high-centered blooms up to 60 petals, of a rich shade of buff apricot and somewhat ruffled, delightfully graceful appearance. The plant is vigorous with the flowers borne individually on long straight stems. 3-4 ft.

\$2.50 each

DEAN COLLINS—P.A.F.—Illustrated on page 7

Named after Portland's own Dean Collins, for over a quarter of a century garden editor of the Oregon Journal and nationally known garden authority, this is the first of a new class of roses; the FLORI-TEA. It is a cross of Charlotte Armstrong and Floradora, both All America Winners, perfected by Dr. W. E. Lammerts, the creator of Charlotte Armstrong, Chrysler Imperial and other successful and popular roses. Dean Collins' spirea-red buds open to full double, long-lasting blooms of rose, opal and carmine. The plants are vigorous, upright, and clothed in glossy, dark green, disease and mildew-resistant foliage. Large hybrid-tea blooms on long stems throughout the growing season.

\$2.50 each



*Chrysler
Imperial*

Roses
marked ◆
will do
well
in
most
climates.



Eclipse



Capistrano



Chief Seattle

DR. DEBAT—Patent 961—Illustrated on page 7

Here is a new evenly colored solid pink, good in size and form, vigorous, disease resistant and free flowering. The buds are long and well shaped and open to full ruffled blooms 5 to 6 inches across. Dependable and most satisfactory.

\$2.00 each

ECLIPSE—Patent 172

The slim tapering buds of golden yellow often exceed two inches in length! Exquisite for bouquet or boutonniere. Good branching plant. The healthy green foliage is a perfect foil for the abundant bloom. 3-4 ft.

\$1.75 each

ENA HARKNESS—P.R.R.—Illustration on front cover

"Grand new red. Seems to have everything," reports a test grower from Illinois, typical of many. It's a vivid, poinsettia-like scarlet. "Does not blue, fade or burn," says report from Canada. "Good fragrance. No disease. An absolute must." Good bush, good foliage.

\$1.50 each



Charles Mallerin

FANDANGO—Patent 894

Rich deep scarlet buds open to gorgeous blooms of bright Chinese red, with crisp ruffled petals. Blooms throughout the season, and starts flowering very early. 2½ ft.

\$2.00 each

FANTASIA—Patent 590

Bright yellow pointed buds in abundant clusters throughout the summer and fall. The open blooms show deep rich yellow centers and paler edges. Wild rose fragrance. The bushy plant is disease resistant and hardy. 2½ ft.

\$1.75 each

FIRST LOVE—Patent 921

A perfect rose for cutting. The long slender buds of unusual grace and distinction are a delicate shade of dawn pink, a little deeper on the outside, changing to salmon-orchid-rose in hot weather. The tips of the petals are daintily pointed and recurved. Each flower is borne singly on a long slender stem. The free branching habit of the bush insures a plentiful supply of buds. 4-5 ft.

\$2.25 each

FORTY-NINER—Patent 792

Probably the most brilliantly colored bi-color ever introduced. The outside of the petals is chrome yellow, changing to straw yellow in the open bloom, the inside vivid orient red, changing to cherry red with age. The long pointed buds have a mild pleasant fragrance. Very vigorous, tall and upright. The stems are long, straight and sturdy, with few thorns. Dark green foliage. Unlike most bicolor roses the colors of Forty-niner are lasting and beautiful until the last petal drops. 3 ft.

\$2.50 each

The ROSES in this catalog
marked with this sign



have received the highest
score of all roses tested in
the 19 official test gardens
in the United States and have
been given an award by the
ALL AMERICA ROSE SELEC-
TION COUNCIL in the year
of their introduction.

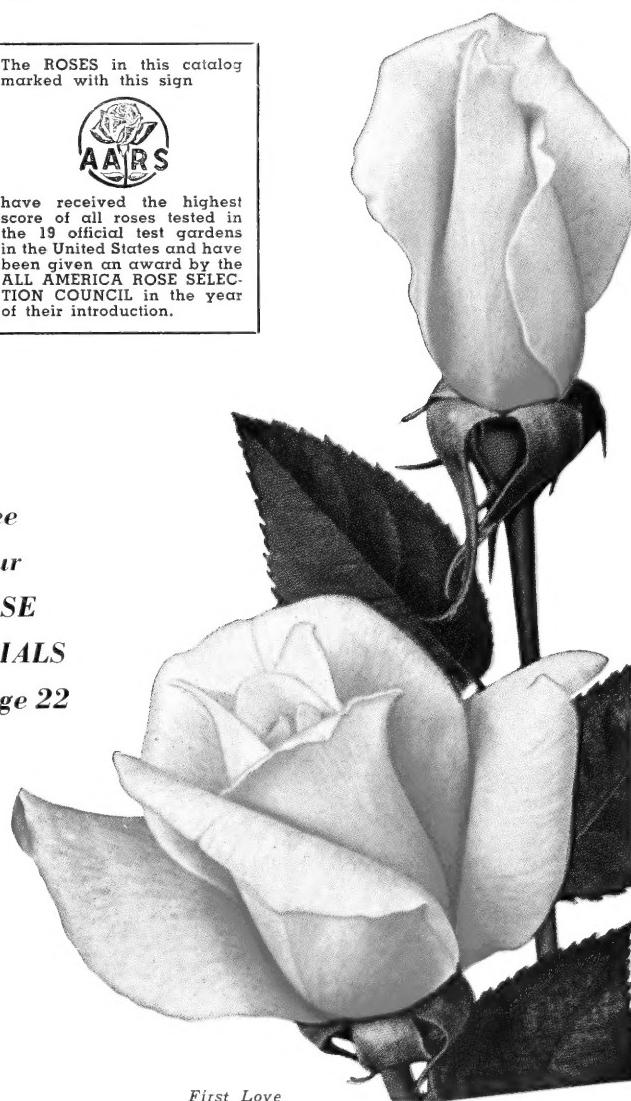
See

Our

ROSE

SPECIALS

on Page 22



First Love

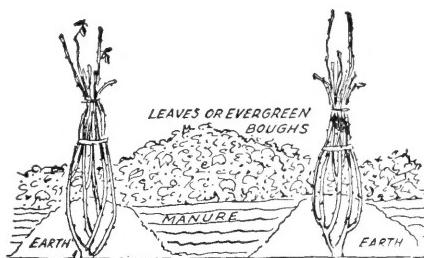
HOW TO PLANT AND CARE FOR ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds remove one spade-depth of soil and pile it on one side. This is "topsoil". Then remove a second spade-depth and pile it on the other side. This is "subsoil", to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading fork. Refill the trench with the topsoil, mixing it with a liberal amount of well-rotted manure, then finish the bed with a good garden soil. (See sketches on page 23.)

When planting roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots, and refill the hole a little at a time, always packing the soil hard on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 6 to 8 inches above soil-level. This is very important if you desire to have a low compact bush that will produce large flowers.

WINTER PROTECTION



In cold climates roses need some extra protection over the winter. The earth should be mounded up around each plant just before the ground freezes. The intervening spaces can be filled with stable manure if it is available. After the ground freezes, an additional covering of leaves and evergreen boughs prevents exposure to wind and sun.

Watering. Roses like plenty of water. Flood the beds once a week by placing the hose on

the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

Spent blooms should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next blooms will spring from these eyes.

Fertilizers. In the early spring, mulch rose beds with either old cow manure, peat moss, or lawn clippings. Feed each plant a half teacup full of well-balanced commercial fertilizer every two months during the growing season.

Cultivate frequently around the roses. Do not allow the soil to bake and become hard at any time. Remember the roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

Foliage trouble is caused by atmospheric conditions, some years being more favorable than others, and an occasional dusting with a mixture of nine parts of dusting sulphur to one part of arsenate of lead will act as a preventative. For aphids, a spraying with nicotine or pyrethrum, following instructions on the bottle, will control these.

A ROSE FANCIER'S CALENDAR

JANUARY

This is a good month for dormant spray. When we have a few dry days get busy, first pick up and dispose of old leaves from the ground and remove any foliage which persists on the canes. Such leaves are an important source of disease infection. Spray bushes thoroughly with commercial LIQUID lime-sulfur at rate of ONE gallon to EIGHT gallons of water.

FEBRUARY

If bushes have not been given a dormant spray in January they MUST be sprayed the forepart of this month or else spray injury to the new shoots will result. If the buds have started growing before the bushes can be sprayed, decrease the strength of the LIQUID lime-sulfur, using ONE gallon to TEN or TWELVE gallons of water. Around the 15th of the month apply from FOUR to SIX inches of cow manure to the beds.

MARCH

Weather regulates your pruning during this month; it is always safe to prune from the middle of this month to the latter part so that a late frost will not kill premature growth. Spraying or dusting for the control of diseases and insect pests should begin as the first leaves unfold, which will generally take place the latter part of March.

APRIL

It is well to spray or dust the bushes regularly every TEN days. During the latter part of the month, an application of complete chemical fertilizer, 4-12-4 formula, at rate of about TWO pounds per 100 square feet. Water in.

MAY

Spray or dust at regular TEN day intervals. Apply complete fertilizer 4-12-4 formula, at weekly to 15 day intervals at rate of TWO pounds per 100 square feet, water in. It is well to give the beds a good watering every week. Hybrid Teas can be disbudded at TWO-THREE-day intervals, leaving only the terminal bud on a shoot.

JUNE

Spray or dust at regular TEN-day intervals. Water beds well at weekly intervals. A mulch of some sort should be applied to the soil during this month if cow manure has not been previously applied to hold moisture.

JULY

Spray or dust at regular TEN-day intervals. DO NOT spray or dust when temperature is above 85 degrees. Water beds at weekly intervals. DO NOT FERTILIZE. During latter part of month cut back some of the more "stocky" canes about SIX inches to stimulate new growth for the fall blooms.

AUGUST

Spray or dust at regular TEN-day intervals. Water, SOAK beds at weekly intervals. DO NOT apply any fertilizer on the bushes during this month or root injury may result.

SEPTEMBER

Spray or dust at FIVE- to SEVEN-day intervals to prevent mildew from getting a start and ruining your fall blooms. Water, SOAK beds at TWO-week intervals if rainfall for the month is below normal. Apply complete chemical fertilizer at weekly intervals.

OCTOBER

Spray or dust at TWO-week intervals, thereby making disease easier to control the following season. No water or fertilizer is needed this month.

NOVEMBER

It is advisable to give your bushes a preliminary pruning or "topping" to minimize possible root damage during high winds and early frost. New roses may be planted this month.

DECEMBER

New roses may be planted from the latter part of November up until May 1st. A winter spray of lime and sulphur may be given if dry weather prevails.

ORDER SHEET

N. VAN HEVELINGEN

Growers of the World's Finest Roses

Post Office Box 5076

PORLAND 13, OREGON

DO NOT WRITE IN THIS SPACE

Order No. _____

Ack'd.

Shipped _____

Via _____

Gentlemen: Please send the following order to:

Name: Mr.
Mrs.

Street, R. F. D. or P. O. Box _____

City or Town _____ **State** _____

Shipping Point (If other than Post Office) _____

Payment Enclosed: Total Amount \$_____

Cash

By: Check

Money Order

TERMS: Payment must accompany order, in cash, personal check, Express Money Order, or Post Office Money Order. Please check method used in space above.

Due to high shipping cost, please add 10c per plant east of the Rocky Mountains. Will ship by express or parcel post. Tree Roses are shipped by express collect.

All shipments are covered by our full guarantee, explained in our catalog, for variety, quality, and condition on arrival.

All orders will be shipped as soon after receipt as possible, between October 29 and April 29.

All orders will be shipped as soon after rec'd. as possible, between Tuesdays, 10 and April 1st.

INDICATE 2nd CHOICE

TOTAL (Payment Enclosed) _____

NO ENVELOPE NECESSARY

FOLD, SEAL AND STAMP

THIS FLAP IS GUMMED, READY TO SEAL

THE VAN HALEN ROSE

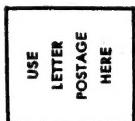
Growners of the World's Finest Roses

Box Office 5026

BOSTON 13, MASS.

Certified by the American Society for Horticultural Science

FOLD ON THIS LINE



PORTLAND 13, OREGON

This order blank is a self-contained mailing envelope. Fold along ruled lines and seal by moistening glued edge. Be sure your name and complete address are plainly written or printed on the other side of this blank.

FOLD ON THIS LINE

Post Office Box 5076

Growers of the World's Finest Roses

N. VAN HEELENGEN

FROM _____

ADDRESSES _____

FOLD ON THIS LINE

Portland's

*own
new
rose...*

See description
on page 4



Fred Edmunds (Pat. No. 731)

FRED EDMUNDS—*Patent 731*

Vivid orange buds open to blooms of an enchanting orange apricot color, with a delectable fruity fragrance. Vigorous low growing bushes set with exceptionally attractive foliage. At its best in the cool moist coastal climate, where it shows itself to be the finest rose of its color. 2 ft.

\$2.00 each

FRED HOWARD—*Patent 1006*

"The long rich yellow buds are tipped with a delicate penciling of light pink and when the buds open you see a full double, high centered beautifully formed flower." Tall grower, good foliage, excellent long stems. Excellent for cutting. 3-4 ft.

\$2.50 each

GOLDEN ANNIVERSARY—*Patent 806—Illustrated on page 9*

Shapely blooms of fine old-gold color sometimes flushed apricot. The vigorous well shaped plants are fully clad with leaves right down to the ground. Blooms heavily and continuously. \$1.75 each

**GRAND DUCHESSE
CHARLOTTE**—*Patent 774* ♦

The unique color of this outstanding rose is hard to describe. The best we can do is to say it opens a rich claret and changes to a lovely begonia rose. The fragrant blooms are carried on long straight stems. This is a rose of unusual distinction, with a color unlike any other rose. 4 ft.

\$2.00 each

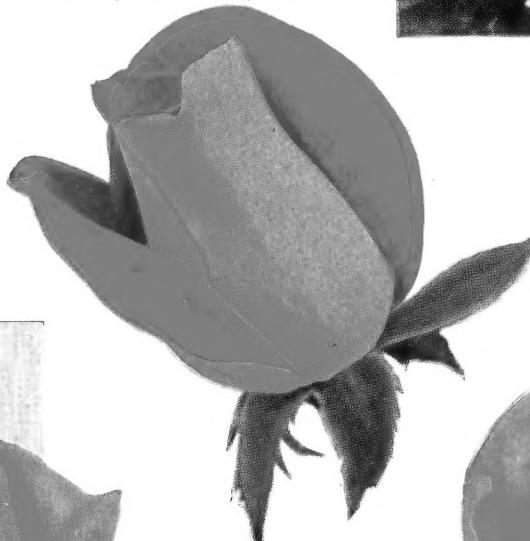


Dr. Debat

Roses marked ♦
will do well in
most climates.



*Dean
Collins*

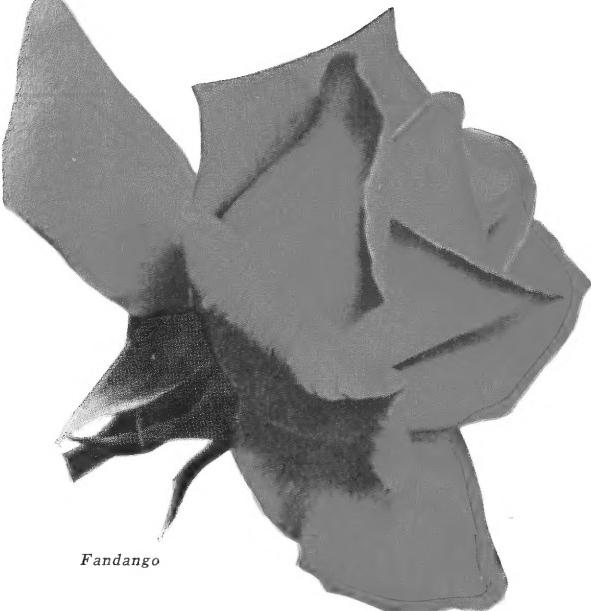


Forty-Niner

*See
Our
ROSE
SPECIALS
on Page 22*



Fantasia

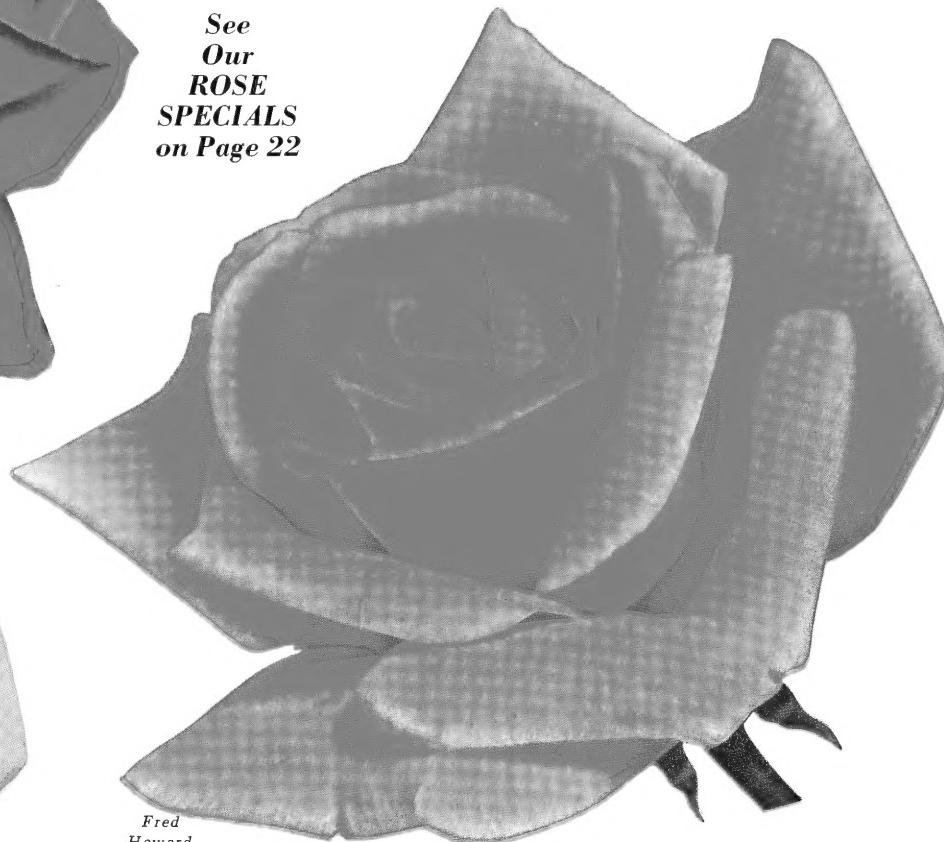


Fandango

HAPPINESS—Patent 911

A brilliant red rose for cutting, with firm heavy petals like polished copper-red leather. It is the coppery sheen on flaming red that gives the blooms such unusual brilliance. The petals curl to points in layers around the solid pointed center. Cut the buds and let them open indoors for finest color. Vigorous long stemmed plants. **\$2.50 each**

**See
Our
ROSE
SPECIALS
on Page 22**



*Fred
Howard*

 **HEART'S DESIRE**—Patent 501

Intensely perfumed glowing red blooms carried on long stems. The long pointed buds and open flowers are equally attractive. For clear red coloring and memorable fragrance Heart's Desire fills a place all its own. 3 ft. **\$1.75 each**

HECTOR DEANE—Patent 361—Illustrated on page 10 ◆

Long-pointed crimson buds with a touch of orange at the base open to a blend of carmine and salmon pink with orange overcast and silvery edges. A single bloom of this color beauty will scent the whole garden with an enchanting fragrance. A vigorous grower with rich dark glossy foliage. 3 ft. **\$1.75 each**

 **HELEN TRAUBEL**—Patent 1028 ◆

The color of this glorious new rose varies with the weather, from a light sparkling pink to luminous apricot. The magnificent buds are unusually large and long and open to glorious blooms that lavishly display the lovely color. The plants are large and so vigorous that they nearly always display buds and blooms. One of the finest roses ever introduced. **\$2.75 each**

 **HORACE McFARLAND**—Patent 730 ◆

Bears all through the season a succession of deep apricot buds which open to sharply buff-salmon blooms. The blooms last very well, are spicy scented and of true exhibition form. 2 ft. **\$2.00 each**

JUNO—Patent 895 ◆

A real exhibition rose. The large blooms are clear light pink without any hint of another color. The blooms are faultless in form in spite of large size. Juno is not a profuse bloomer, but it is a rose of statuesque beauty. Plant is bushy, low and compact; the stout stems well clad with large glossy leathery leaves. **\$2.25 each**



Golden Anniversary

 **KATHERINE T. MARSHALL**—Patent 607

There is nothing stingy about this rose. The large buds and flowers are borne on tall extra heavy stems, the luxuriant foliage is without equal among the new varieties. There are about 22 big heavy textured clear pink petals to each bloom. Top this all off with a rich fragrance and you have a rose that is a rose! Excellent for cutting. 3-4 ft.

\$1.75 each

 **LOWELL THOMAS**—Patent 595

Lovely clear yellow blooms of slight tea fragrance, with high cupped center. One renowned rosarian calls this the easiest of all yellows to grow. Vigorous plants, luxuriant green foliage. 3 ft.

\$2.00 each

MARK SULLIVAN—Patent 599

Golden yellow blooms heavily veined and shaded deep rose pink and cerise. This spectacular bicolor with its rich honey fragrance has lustrous foliage and a strong vigorous habit of growth. 4 ft. \$1.75 each

 **MARY MARGARET McBRIDE**—Patent 537

An alluring pink rose. The pointed deep coral pink buds open slowly to perfectly formed high centered deep clear pink blooms which show a touch of yellow at the base. Fragrant, too! 2½ ft. \$1.75 each

McGREDY'S SUNSET—Patent 317

"A glorious yellow overlaid with warm salmon flame." The large fragrant blooms are at their best when fully open. 2½ ft. \$1.75 each

 **MIRANDY**—Patent 632

Here is a magnificent deep red rose for the warmer climates where it will display the qualities that have won it high awards; a profusion of huge blooms which open from the deep red long pointed buds, a rich penetrating damask fragrance and vigorous free branching growth. 2½ ft.

\$2.25 each

 **MISSION BELLS**—Patent 923

Just think of huge scintillating blooms of clear shrimp pink often over 5 inches across! Then add long nearly thornless stems, generous quantities of bloom, vigorous growth, and pleasing tea fragrance. This all adds up to a rose that is well worth the price. 3-4 ft. \$2.25 each

 **MME. CHIANG KAI-SHEK**—Patent 664

Perfectly proportioned in bud and bloom this deliciously fragrant clear light yellow rose is a model of perfection. A tall flower with long straight stems. 3-4 ft.

\$1.75 each

Roses
marked ♦
will do well
in most
climates.

Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains, add 10c per rose to all orders.



Mme. Henri Guillot



Happiness



Mark Sullivan

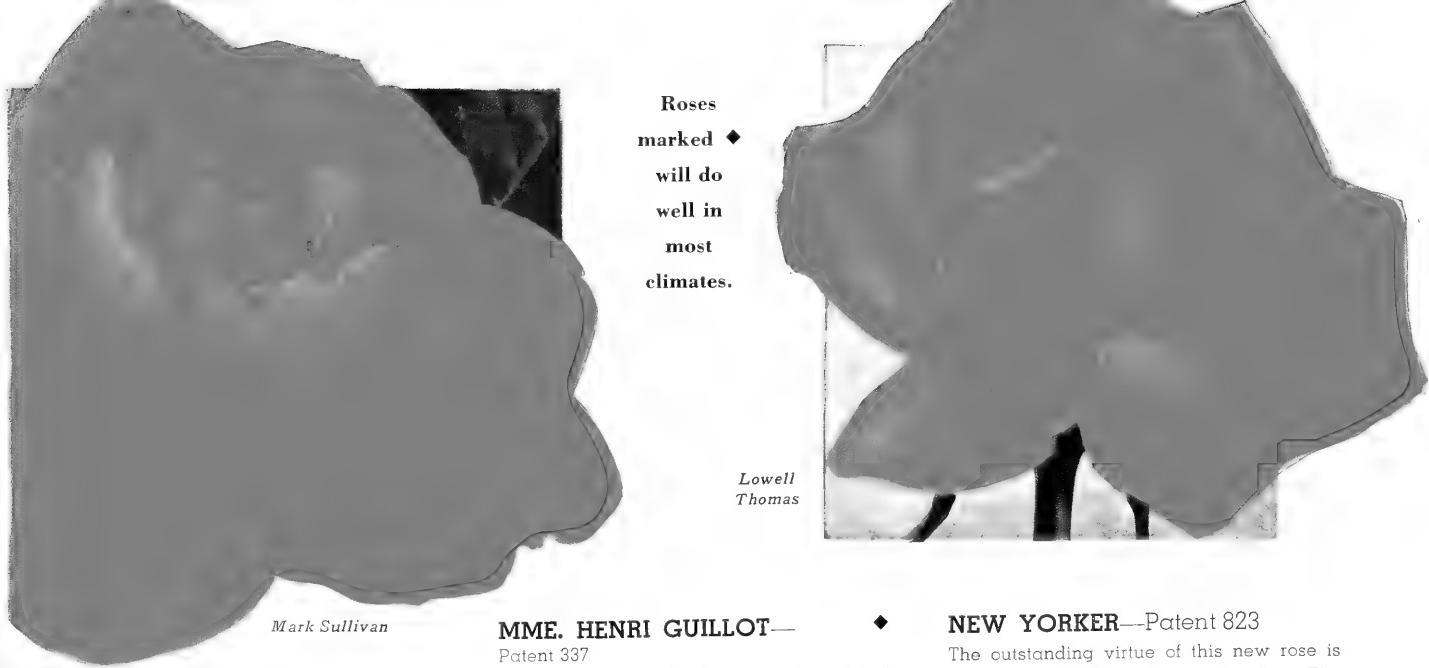


COPYRIGHT

Hector Deane



*Mary Margaret
McBride*



*Lowell
Thomas*

Roses
marked ♦
will do
well in
most
climates.

MME. HENRI GUILLOT ♦

Patent 337

A famed beauty that has won the widest acclaim of rose lovers. The color is unique and hard to describe: "brilliant raspberry pink heavily veined with reddish orange," will give you some inkling. This rose has everything. We think it should be in every garden. 2-3 ft.

\$2.00 each

 **MOJAVE**—Patent 1176

Illustrated on the front cover, this is the winning All America Rose Selections variety for 1954. Pronounced Mo-hah'-vee, this new beauty glows with all the fire of the Mojave Desert sun from which it gets its name. The general effect of the bloom is a brilliant orange, but it has shades of salmon and apricot as well. In cool weather the color is of even greater intensity. Plants are vigorous, with glossy foliage, and flowers are borne for the most part singly on long stems. \$3.00 each



NEW YORKER—Patent 823

The outstanding virtue of this new rose is brilliant, nonfading clear red color. The flowers often measure over 6 inches across, and both buds and blooms display excellent form. Exceptionally vigorous grower of medium height. Many discriminating rosarians have acclaimed this their best red rose in spite of the enormous competition in this color class. 3 ft.

\$2.00 each

NOCTURNE—Patent 713 ♦

Long slender buds of bright cardinal red with darker shadings open to substantial fragrant blooms. Vigorous, tall upright habit of growth. Fragrant. Performs well in all climates though it may burn a little in very hot weather. 3 ft.

\$2.00 each



Nocturne

**See
Our
ROSE
SPECIALS
on Page 22**

Mirandy



PEACE—Patent 591

Illustrated on front cover.

The rose that almost defies belief. The bushes grow with a vigor that is found in very few plants. The huge pink and cream blooms display each wavy edged petal to perfection, and they last for days. The buds are bright fresh yellow edged with carmine. As the flowers develop the yellow gives way to cream or even white but the color of the edging grows deeper. ONE OF THE BEST KNOWN ROSES IN THE WORLD. 3-4 ft.

\$2.50 each

PRESIDENT EISENHOWER—P.A.F.

A wonderfully fitting choice of name for this rose that combines brilliance, charm and dependability. The large ovoid buds open to 4-5 inch blooms of rich unfading, uniform rose-red, on strong, single stems. The upright, free flowering bush has good, leathery, disease-resistant dark foliage. The flowers last well and have a strong, sweet old rose fragrance. Few thorns.

\$2.50 each

REX ANDERSON—Patent 335

Lemon white buds open slowly to perfectly formed blooms of ivory white, with a soft fascinating fragrance. The plant is vigorous and abundantly garbed in gray-green foliage. This is a wonderful exhibition rose and may be grown to enormous size by disbudding. 2-2½ ft.

\$1.75 each

ROSE D'OR—Patent 482

Truly a "Rose of Gold"; the glorious unfading deep golden coloring is accented with light red veining, like a more colorful Souv. de Claudio Pernet. Continuous bloom.

\$1.75 each

McGredy's Sunset

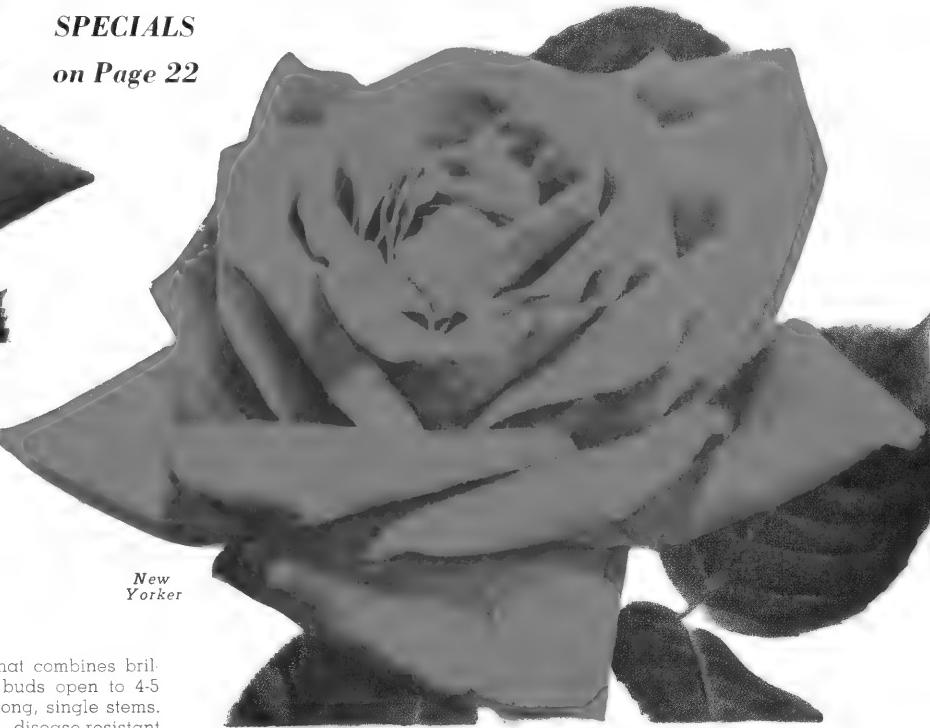


RUBAIYAT—Patent 758

Long, well formed crimson pink buds open slowly to large rich crimson blooms. A tall vigorous grower which carries the flowers on long stems. Fragrant. 3-4 ft.

\$1.75 each

**New
Yorker**



SAN FERNANDO—Patent 785

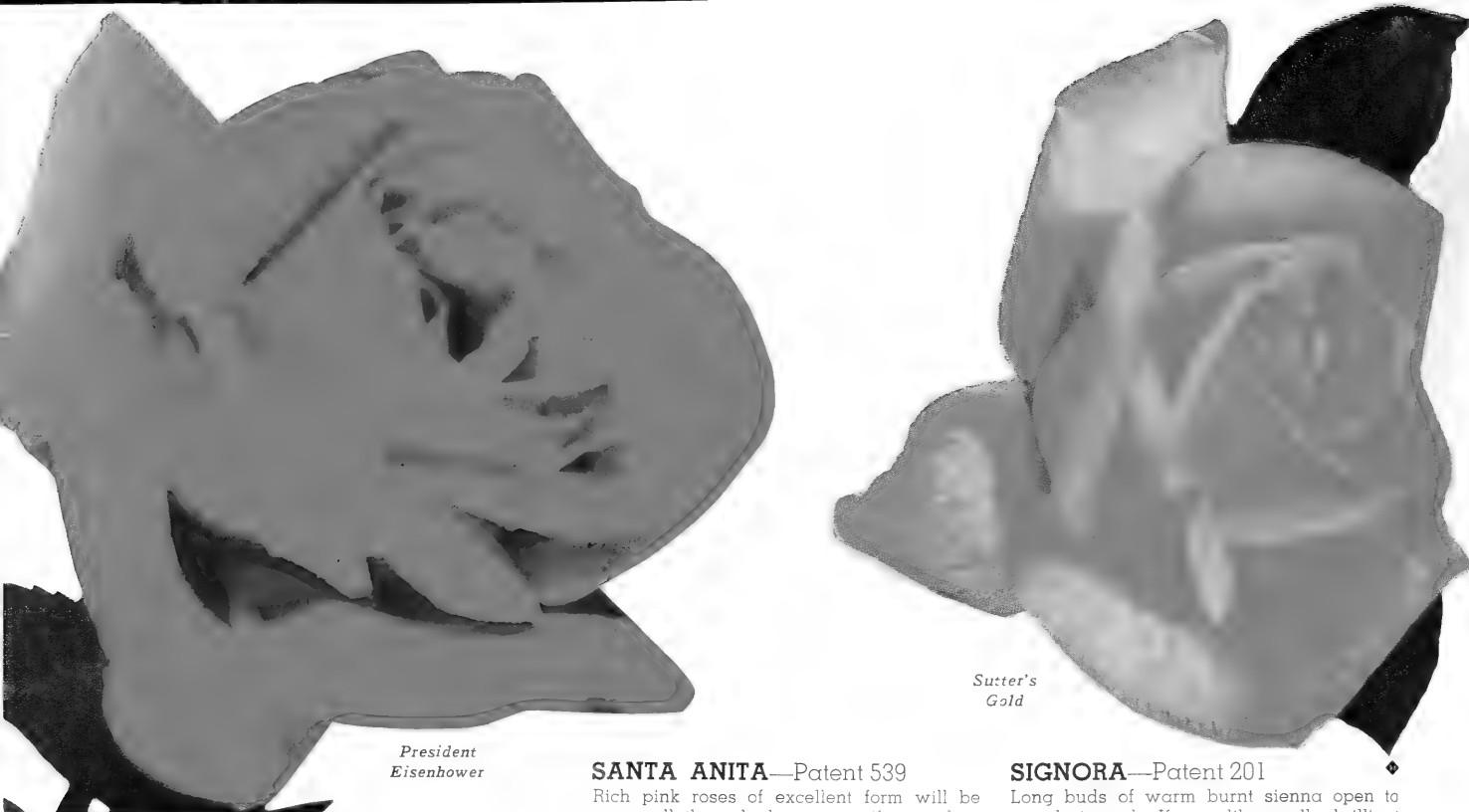
Long pointed buds of deep crimson open to superbly fragrant blooms of intense currant red. The color lasts unusually well and stays red. Vigorous grower with dark leathery foliage.

2-3 ft. \$1.75 each

*Mission
Bells*



Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains, add 10¢ per rose to all orders.



President
Eisenhower

Sutter's
Gold

SANTA ANITA—Patent 539

Rich pink roses of excellent form will be yours all through the season if you plant this beauty. The color remains pure through the hottest weather. Profusion of bloom and delicate fragrance are other good points of this top-notch rose. 2 ft.

\$1.50 each

SATURNIA—Patent 349

A richly colored rose; cardinal red with salmon-yellow and copper reverse. This is a real addition to any rose planting. 2½ ft.

\$1.75 each

SERENADE—Patent 852

"Exquisite burnt-orange bud opens slowly into brilliant orange-coral bloom." Has performed well here in Portland and received much favorable comment all over the nation. 3½ ft.

\$2.00 each

SIGNORA—Patent 201

Long buds of warm burnt sienna open to mandarin red. If you like really brilliant coloring in a rose (we do) this is for you. Tall, well stemmed and disease resistant. 4 ft.

\$1.75 each

SHOW GIRL—Patent 646

If we told you how long and beautifully shaped are the buds of this outstanding deep pink rose you might not believe us. Please take our word for it, **this is a rose among roses.** The long lasting blooms with large thick petals have a touch of fragrance. The tall long stemmed plants perform well in any climate. Superb as a cut flower. 3 ft.

\$2.00 each



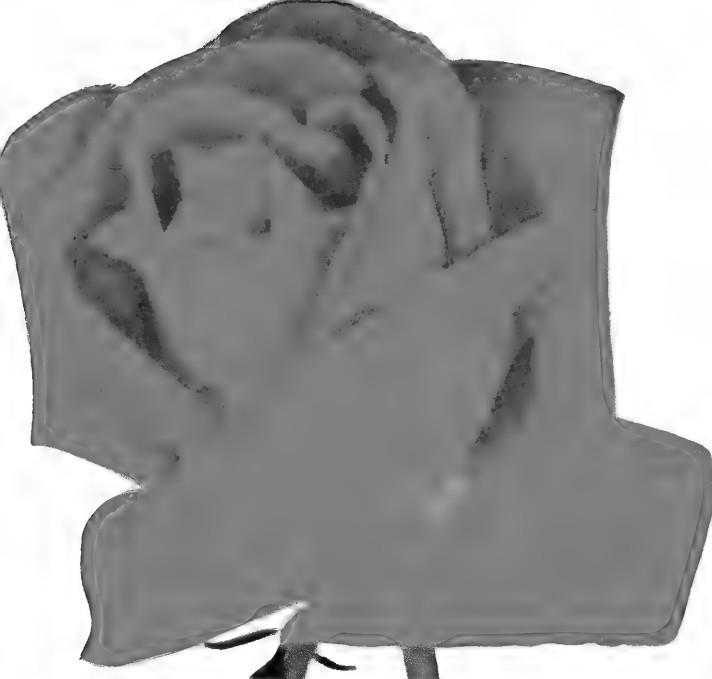
Rex Anderson

**Don't Miss Our 1954
ROSE SPECIALS
Listed on Page 22**

Roses marked ♦
will do well in
most climates.

Show Girl

N. VAN HEVELINGEN, PORTLAND, OREGON



Rubaiyat

SONATA—Patent 732

Cochineal-red, somewhat lighter in summer. Long pointed buds open slowly to perfectly shaped fragrant blooms. Long stemmed, a good grower and liberal with blooms. 3 ft. **\$1.75 each**

SUTTER'S GOLD—Patent 885

Long pointed buds of deep yellow flushed with red. The high centered open blooms vary from orange to yellow with a flush of red. The most fragrant of all yellow roses. Plant, stem and foliage all excellent. Exceptionally fine grower that does well everywhere. 3-4 ft.

\$2.25 each

SYMPHONIE—Patent 958

Huge blooms with broad wavy petals. The color, a rich carmine rose, looks as if it were spread on layers over a crystalline silvery undercoat. Intensely fragrant. PEACE is one of the parents and already SYMPHONIE has won many high awards. **\$2.50 each**

TAFFETA—Patent 716

This outstanding rose produces many long-stemmed, perfectly formed, fragrant buds in rich pink and salmon tones changing to begonia-rose in the semi-double flowers. Yellow on the underside of the delicately veined and frilled petals, it displays dozens of lovely color combinations throughout the season. Vigorous, upright plant with huge, glossy dark green leaves, mahogany-red in the young growth. 2-3 ft.

\$2.00 each



Saturnia

TALLYHO—Patent 828

We quote the American Rose Annual: "Here is a rose that gardeners from all over the country call absolutely tops." It is a two-tone rose, varying in color according to weather and locality. The inside shows a delightful shade of pink, the outside of the petals varies from crimson to cardinal red. The blooms have a rich spicy fragrance. A robust grower whose long stemmed flowers last very well. 3 ft.

\$2.00 each



San Fernando



Tallyho

TEXAS CENTENNIAL—Patent 162

The red counterpart of President Herbert Hoover. Color a bright glowing carmine red, deepening in cool weather. Plant tall and vigorous and generous with the magnificent blooms. 5-6 ft. **\$1.50 each**

WHITE WINGS—Patent 850

Pure white blooms of classic beauty each with a center of purple red stamens are produced generously all season on the sturdy bushes. Fragrant. Upright. **\$1.50 each**

Our Selection of ROSES FOR YOUR GARDEN

General List of OREGON-GROWN NON-PATENTED HYBRID TEAS

In this section are listed the best of the most popular roses introduced before the U.S. plant patent law went into effect. This is the reason why these roses are not patented. In performance, they are not inferior to the patented varieties—some of them, like Christopher Stone and President Hoover, are so first rate that a rose garden without them would be unthinkable.

AMI QUINARD—A vigorous profuse-blooming plant, with long pointed blackish-garnet buds, opening to loose, semi-double blooms which are so dark they seem almost black.

AUTUMN—Burnt orange, russet and bronzy red underlaid with yellow, the coloring is as lovely as it is unusual. Vigorous, upright, heavy dark green glossy leaves. This rose has made a great reputation for itself and ranks as one of the most popular of all roses. 3 $\frac{1}{2}$ -4 ft.

BETTY UPTRICHARD—Large fragrant blooms; salmon pink with carmine reverse showing a distinct coppery sheen. The tall upright plants produce a great profusion of blooms. ♦

CHRISTOPHER STONE—Long pointed buds open to reveal cluster of golden stamens surrounded by velvety heavy textured scarlet petals. Heavy leathery foliage. The blooms have a delightful spicy fragrance. Another beauty that has won a top place in the hearts of rose lovers all over the nation. 2 ft.

CONDESA DE SASTAGO—Coppery red inside, reverse of petals golden yellow. Fragrant and free blooming. ♦

COUNTESS VANDAL—Long tapering buds of salmon pink, shaded copper and gold, open to perfect bright pink blooms. An excellent performer. 2 $\frac{1}{2}$ ft.

CRIMSON GLORY—Beautifully shaped, richly fragrant and deep crimson, this great favorite is one of the finest red roses. The freely produced blooms have a velvety texture and grow to enormous size in the fall. 2 $\frac{1}{2}$ -3 ft.

Roses
marked ♦
will do well
in most
climates.

Each \$1.35

6 for \$7.50

12 for \$13.50

See
Our
ROSE
SPECIALS
on Page 22

Autumn

Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains add 10c per rose to all orders.

Golden
Dawn

Etoile
de Hollande

Mrs. P. S.
du Pont

McGredy's Ivory

The Doctor

N. VAN HEVELINGEN, PORTLAND, OREGON GROWERS OF THE WORLD'S FINEST ROSES

Crimson Glory

McGredy's
Yellow

Condesa
de Sastago

NON-PATENTED

HYBRID TEAS

Continued

Mrs. Sam McGredy

Sister Therese

Pink Radiance

Duquesa de Penaranda

Frau Karl Druschk

HEINRICH WENDLAND—Beautiful blooms, vivid nasturtium red on the inside, golden yellow on the reverse. Highly recommended for the Pacific Coast. Plant and foliage excellent, the blooms fragrant and unfading.

IMPERIAL POTENTATE—Glistening rose-carmine buds which open to full double flowers. Strong plant, fine foliage.

JOANNA HILL—Shapely light yellow rose with bronze shadings. Sweet fragrance. 4 ft. ♦

K. A. VICTORIA—Very popular large white with tint of lemon in the center. 2 ft. ♦

LULU—Exquisitely formed long slim pink buds fading to soft apricot pink. The long lasting buds make lovely boutonnieres. The only rose of its kind. We'd like to see it in every garden. 2 ft. ♦

McGREDY'S IVORY—Very long buds of ivory white, perfect double blooms. A standard white rose that does well in all climates.

McGREDY'S SCARLET—Velvety crimson scarlet with orange base. The long slender buds beautiful in color and form are freely produced on the vigorous bush. ♦

McGREDY'S YELLOW—Bright buttercup yellow, the open bloom a little lighter in color. Although the flowers are large both buds and blooms are models of symmetry. 3 ft.

MME. EDOUARD HERRIOT—Copper red turning to soft coral tint as the flower opens. Early and very hardy. This blazing beauty has been with us for nearly 40 years and still commands attention. 2 ft.

MRS. JOSEPH PERRAUD—Long slender buds of nasturtium-orange, fragrant blooms of nasturtium-buff with an edging of shell pink.

Talisman



MME. JULES BOUCHE—Perfectly formed pure white blooms with a touch of pink in the center of the opening bloom. This delightfully fragrant rose seems always to be in bloom. 3½ ft.

MRS. E. P. THOM—Shapely buds of deep rich lemon yellow are borne in great profusion. Foliage dark bronzy green. We consider this an excellent bedding rose. 2-3 ft.

MRS. PIERRE S. DUPONT—Long pointed rich yellow bud, splashed with red, open to rich golden blooms which come in continuous succession. Fine dark green foliage. 2½ ft.

MRS. SAM McGREDY—Coppery-orange buds, yellow at the base, open to medium sized blooms which will vary from orange in the cool weather to pink when it is hotter. Nice fragrance. 2½ ft.

NIGHT—Shapely buds and flowers of deep crimson touched with shadows of black and maroon. Outstanding. The spicily fragrant flowers reach their greatest perfection in cool weather. 2 ft.

PICTURE—Rich clear pink buds and blooms which show a warm undertone of salmon. Their flowers are not large but the delightful color and almost unvarying perfection of form places this rose among great favorites of rosedom. Blooms continuously. 2 ft.

PINK DAWN—The deep rose pink buds, long and shapely, open to full centered blooms with a touch of bronze and gold at the base. You'll like this one for cutting. 3 ft.

PINK RADIANCE—The carmine-pink which is so popular in the East, Middle-west and South. A vigorous grower.

POINSETTIA—Long pointed buds opening to exquisite blooms of glowing brilliant coloring certainly remind one of a Poinsettia.

PRES. HERBERT HOOVER—The big buds are a blend of pink scarlet and yellow. This dazzling color pales with age to a combination of cream and pink. One of the most popular bush roses. 5-6 ft.

PRES. PLUMECOCQ—Large double cupped blooms of coppery buff and deep salmon, with broad, firm, slightly reflexed petals and a rich fruity fragrance. Profuse. An excellent rose.

RAPTURE—Deep pink perfectly formed blooms are produced all season. Fine habit of growth. An excellent cutting rose. 3 ft.

RED HOOVER—Brilliant red with salmon red center. A sport of President Herbert Hoover with the good qualities of that famous rose. 3½-4 ft.

RED RADIANCE—A sport of Radiance, producing bright cerise blooms on a strong vigorous plant.

SISTER THERESE—The flowers are golden yellow, sometimes streaked with red outside. A strong grower with long, stiff stems. 2½ ft.

SOUTHPORT—Very brilliant unfading scarlet blooms with a touch of gold at the base. Neither sun nor rain will mar the glorious color. Mildly fragrant. One of the best red roses.

TALISMAN—Fragrant copper and yellow blooms of distinctive shape. One of the classics of rosedom. Talisman has been very popular for nearly a quarter of a century. 3 ft.

THE DOCTOR—Shapely long pointed buds of clear silvery pink, open to really enormous blooms of the same pure color. We know of no other rose with a fragrance so intense. One of the really great roses.

VILLE DE PARIS—Large globular blooms of sun yellow slightly tinted orange. The color deepens at the base and in the center.



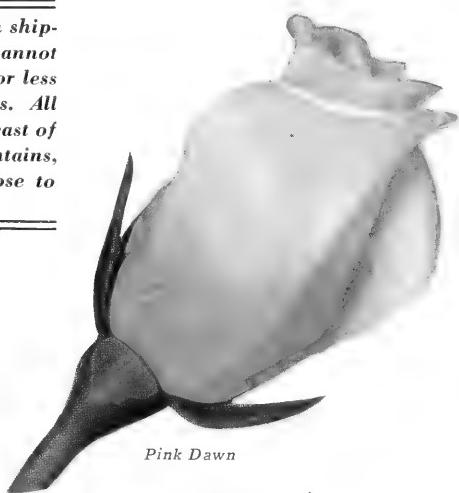
Editor
McFarland

Prices on
Non-Patented
Hybrid Teas
\$1.35 each
6 for \$7.50
12 for \$13.50



Mme. Jules Bouche

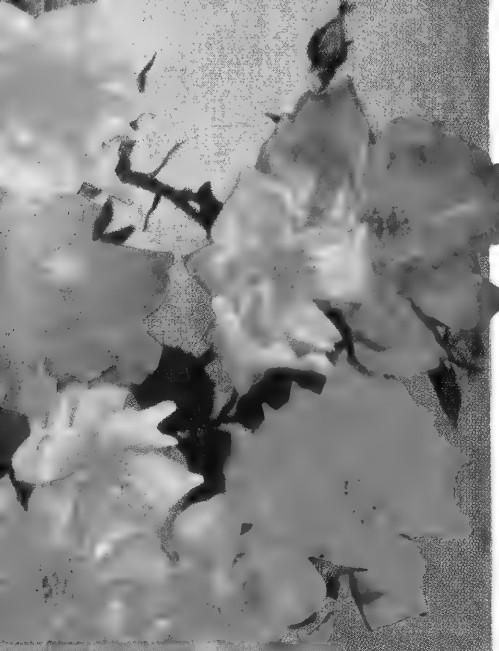
Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains, add 10c per rose to all orders.



Roses marked ♦ will do well in most climates.



The Cluster Flowering



Masquerade

ALAIN

A vigorous clear red Floribunda for plentiful spring and fall bloom, fair in summer. Long lasting, non-fading. \$1.25 each

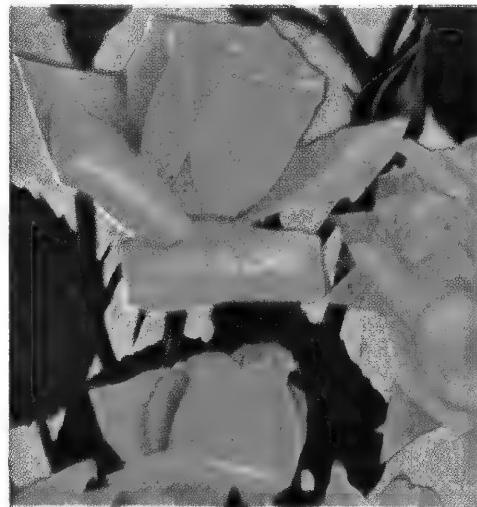
ANNE POULSEN—Patent 182

Clusters of large semi-double fragrant blooms. The color is a bright crimson red which deepens with age. \$1.50 each

BETTY PRIOR—Patent 340

Great clusters of single blooms, light pink inside, deeper pink outside. The floribunda reminds us of the pink flowering Dogwood. Blooms throughout the season. 5-6 ft. \$1.50 each

Vogue



Goldilocks

CHATTER—Patent 739

Velvety crimson blooms in huge clusters appear continuously on the compact bushes. 1½ ft. \$1.50 each

CHINA DOLL—Patent 678

Rounded 18 inch bush with hundreds of little bright pink roses in bloom at one time. The double blooms, 1 to 2 inches across, last well. Dense growth, mildew resistant. \$2.00 each

DONALD PRIOR—Patent 377

Rich dark red semi-double blooms in huge clusters, produced without let up on the sturdy 3 foot plants. \$1.50 each

FASHION—Patent 789

Illustrated on back cover. Oriental red buds open to double blooms of luminous pink overlaid with gold. From here the color changes to coral and, last, an unusual reddish tone, beautiful and fascinating. 2½ ft. \$2.00 each

FLORADORA

The scarlet-red coloring of this neat flowered floribunda has attracted lots of attention. The tiny buds open to camellia-like double blooms. We like this one for flower arrangements and corsages. 4 ft. \$1.25 each



Betty Prior

FRENSHAM

Large trusses of non-fading deep scarlet blooms on strong, bushy plants. Very vigorous and free-blooming. "On a par with Fashion and Vogue," says an Oregon grower. \$1.50 each

GARNETTE

Illustrated on back cover. A bushy dwarf floribunda of only 1½ ft. Small double garnetted blooms with lemon yellow base are borne in dense clusters and keep their brilliance for a long time. \$1.50 each

GOLDILOCKS—Patent 672

Masses of golden yellow flowers all through the summer and fall. Wonderful habit of good foliage. The best yellow floribunda we have ever seen. 2½ ft. \$1.50 each

IMPROVED LAFAYETTE

Semi-double open blooms, deep glowing red suffused crimson. Slightly fragrant. The vigorous bushy plants grow 2 to 2½ feet. \$1.25 each

LILIBET—P.A.F.

Illustrated on back cover. All America winner for 1954. Named after the childbook nickname of Queen Elizabeth, Lilibet is a light rose, melting down to pink. It blooms continuously, resists mildew and black spot, makes a wonderful hedge. \$2.50 each

MA PERKINS—Patent 947

This All America Selection for 1953 has charming buds, both singly and in clusters, all season. The cup-shaped flowers are light pink with yellow suffusion in the early stages, turning to soft coral pink as they age. Pungent fragrance. Bushy growth. Rich, disease resistant foliage. 2½-3 ft. \$2.25 each

MASQUERADE—Patent 975

Yellow, pink and red roses all in one cluster! The clusters of 10 to 25 blooms all display this amazing variety of colors at one time. The yellow buds open to deep pink semi-double blooms which in turn change to deep red. \$2.00 each

ORANGE TRIUMPH

Small semi-double cupped flowers of salmon-red with orange shadings in free-blooming clusters. Compact bush. 2½ ft. \$1.25 each

PINKIE—Patent 712

These small double pink blooms have a perfection of form that sets it apart from all others. The long slender buds open to spicily fragrant 2-inch blooms. The flowers appear almost continuously from spring to late fall. About 2 feet high. Best along the Pacific Coast and the middle and southern Atlantic states. 2½ ft. \$1.75 each

FLORIBUNDA ROSES

RED RIPPLES

Rather a tall grower for a polyantha—up to 5 feet. Lots of large trusses of vivid, wavy petaled scarlet blooms all through the season. 3-4 ft.

\$1.25 each



Pinkie

ROSE ELFE (ROSENELFE)

Like an extremely double form of Else Poulsen with silvery pink color. Blooms freely all summer. 2-3 ft.

\$1.25 each



Red
Pinocchio

The PINOCCHIO Family

PINOCCHIO—Patent 484

Pointed rich salmon buds with a touch of yellow at the base open to soft pink blooms of typical hybrid tea form. Covered with blooms all through the season. 2½ ft.

\$1.50 each

LAVENDER PINOCCHIO—Pat. 947

Masses of tight buds of warm chocolate brown overlaid dusty pink, followed by smoky pink-lavender flowers. Each frilled petal has a lavender border. Most unusual. 2½ ft.

\$2.00 each

YELLOW PINOCCHIO—Patent 992

Illustrated on back cover. All the sterling qualities of the original Pinocchio are found in this beautiful apricot yellow floribunda. The sturdy bushes are a mound of yellow at the peak of the season. 2½ ft.

\$1.50 each

RED PINOCCHIO—Patent 812

Still another of the famous Pinocchios, but this one with fine velvety deep red blooms. 2½ ft.

\$1.50 each

Catalog Value \$6.50

All 4 Pinocchios

1 Each \$5.50

Our FLORIBUNDA "SPECIAL"

Fashion	\$2.00
Rose Elfe	1.25
Vogue	2.00
<hr/>	

\$5.25

ALL THREE FOR \$4.80

SNOWBANK—Patent 279

Large clusters of 2-inch semi-double blooms on 18-inch plants. The flowers are white with a touch of pink. Produces its blooms continuously from spring to fall. Really a top notch performer. 1½ ft.

\$1.50 each

VOGUE—Patent 926

A sister seedling of Fashion, with most of its good qualities and a unique color all its own; brilliant glowing cherry coral. The high centered blooms are 3 to 4 inches across and give off rich spicy fragrance all through the season. Grows well in all areas.

\$2.00 each

WORLD'S FAIR—Patent 362

Large clusters of velvety rich dark crimson blooms in greatest profusion. The sizeable blooms are pleasingly fragrant. 3 ft.

\$1.50 each

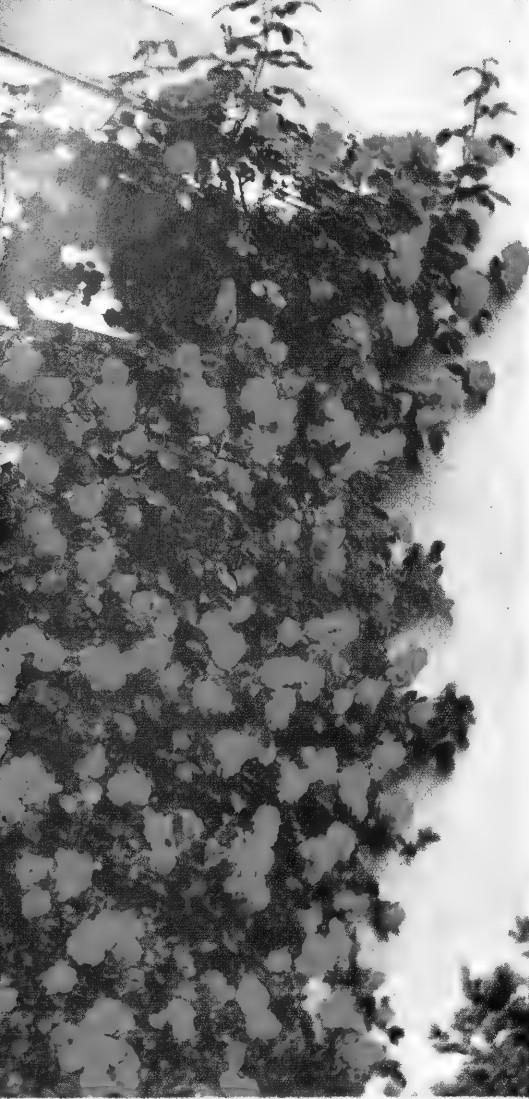
Ma Perkins



Frensham

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**ALOHA**—Patent 948 ◆

Coral pink buds open to deep rose pink blooms of enormous size, 5 inches across and 3 inches deep in long stemmed clusters. Blooms frequently throughout the season.

\$2.50 each

BLAZE ◆

Everblooming scarlet climber. 10-15 ft.
\$1.50 each

CLI. DAINTY BESS ◆

The climbing form of the top favorite among single roses. Petals of pale pink open wide to display a contrasting center of tall red stamens.

\$1.40 each

DR. J. H. NICOLAS—Pat. 457 ◆

Here is a tidy climber that carries a succession of really huge deep rose pink flowers all through the season. An excellent pillar rose that you will prize for the profusion of lovely, fragrant long lasting blooms and neat habit.

\$2.00 each

Roses marked ◆ will do well in all parts of the United States.

CLIMBING and

*The
World's
Finest
Roses*

**FLASH**—Patent 396

If you like really brilliant color this rose is for you. Scarlet and gold of an unmatched vividness. The yellow buds open to cup shaped blooms of dazzling scarlet, yellow on the reverse. Grows sturdily to about 8 feet.

\$1.75 each

CLI. GOLDEN RAPTURE—Pat. 508

Perfectly formed blooms of clear radiant yellow produced in great abundance. The long stemmed buds are perfect for cutting.

\$1.75 each

● HIGH NOON—Patent 704

This is really a pillar rose. The 6 to 8 foot stems bear an abundance of brilliant yellow well shaped blooms in constant succession. The bushy many-stemmed plant is well supplied with bright green glossy foliage. Hardy on the Pacific Coast and in the Southern states. 6-8 ft.

\$2.50 each

CLI. MME. CECILE BRUNNER ◆

The climbing form of the famous "Sweetheart Rose". Small perfect buds of seashell pink.

\$1.40 each

MME. GREGOIRE STAECHELIN ◆

Long pointed buds. The very large fragrant flowers of distinct form are delicate pink, stained crimson on the outside. Large dark leaves. Vigorous grower. 15 ft.

\$1.40 each

CLI. MME. HENRI GUILLOT

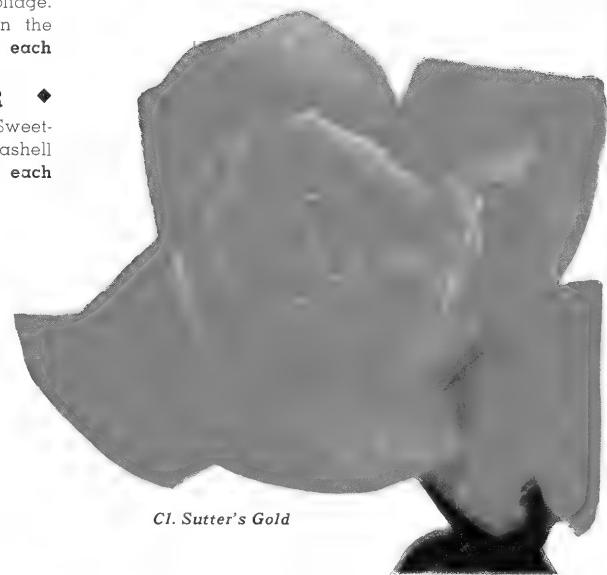
This climber, like its namesake among the bush roses, is enchanting in its loveliness. The beautiful, urn-shaped buds are a delightful watermelon pink in color, with glistening waxy foliage.

\$2.00 each.

PAUL'S LEMON PILLAR ◆

Pale lemon yellow buds; large full blooms pale sulphur yellow to almost white. Very fragrant. Long, strong stems. Vigorous grower.

\$1.50 each



RAMBLING ROSES

CLI. PEACE—Patent 932

All the vigor and beauty of the bush form is retained in this strong growing climber. Huge soft yellow blooms edged with pink.

\$2.50 each

CLI. PICTURE—Patent 524

Clear rose pink blooms of exquisite form are borne abundantly on this climbing sport of Picture. Delightfully fragrant. 8-15 ft.

\$2.00 each

CLI. PINKIE—Patent 1076

Now you can have a climbing version of this entirely different polyantha, whose blooms have a perfection of form. The dainty pink bud is long and slender, the flower, fully open, about two inches across. Blooms nearly continuously from early spring to late fall. Spicy fragrance. 6-8 ft.

\$2.75 each

CLI. PRES. HERBERT HOOVER

Multicolored blooms of pink, yellow and buff. A vigorous climbing form of the famous President Hoover bush rose. Flowers perfect in color and symmetry. \$1.40 each



Paul's Scarlet Climber

PAUL'S SCARLET CLIMBER

Large clusters of good sized semi-double flowers of vivid scarlet red cover the branching canes in spring. Color holds well. The top favorite among red climbers. 10-15 ft.

\$1.40 each

CLI. RED TALISMAN

Shapely buds and blooms, maroon red at first, changing to blood red. Has all the fine qualities of the well known Red Talisman bush rose. 15-20 ft. \$1.40 each

RUTH ALEXANDER—Patent 978

No climbing rose is more popular than this rich toned beauty. The color shades from chromium yellow through orange and red in a most attractive way. Has strong hardy canes, fine glossy foliage. Does especially well in the climate of the Pacific Northwest. 6-8 ft. \$2.00 each

CLI. SANTA ANITA—Pat. 834

Deep rose pink buds and blooms of remarkably fine form. Blooms freely all through the summer months. \$1.75 each

SILVER MOON

Long pointed pale yellow buds open to large semi-double creamy white blooms with a touch of amber at the base. The clustered flowers are carried on long strong stems. This climber will grow to 20 feet or more. Large dark glossy leaves. 8-10 ft.

\$1.40 each

CLI. SUTTER'S GOLD—P.A.F.

At last this popular hybrid tea is available as a climber. Each bud, perfectly formed, glows with rich red and orange shadings. It is only mildly fragrant but free flowering and showy. Each \$3.00

CLI. TALISMAN

Yellow and copper red blooms often larger and more brilliantly colored than those of the famous Talisman bush rose. Continuous blooming. 15-20 ft.

\$1.40 each

CLI. TEXAS CENTENNIAL—Pat. 565

Big full buds of glowing carmine red on strong stems. Long lasting blooms. The vigorous healthy plant is liberal with bloom. 15-20 ft. \$2.00 each

Due to the high shipping costs we cannot accept orders for less than three roses. All persons living east of the Rocky Mountains, add 10c per rose to all orders.



Climbing Pinkie



CI. High Noon (Pat No. 704)

Van Hevelingen's

SPECIAL NO. 1

(Front Cover)

Mojave.....	\$7.00
Peace.....	
Ena Harkness.....	Value

SPECIAL PRICE \$6.50

QUANTITY PRICES

Each	<i>3 of One Variety for</i>	<i>12 of One Variety for</i>
\$1.50	\$3.90	\$15.60
1.75	4.65	18.60
2.00	5.25	21.00
2.25	6.00	24.00
2.50	6.60	26.40
2.75	7.20	28.80

SPECIAL NO. 2

(Back Cover)

Lilibet.....	\$7.50
Fashion.....	
Garnette.....	Value

SPECIAL PRICE \$6.95

You Grow
the World's
Finest
Roses
When You
Grow
Van
Hevelingen's



Keep
Your
Rose Garden
Up to Date
with
Our Special
Collection
and
Quantity
Offers

SPECIAL NO. 3

Capistrano.....	
Blanche Mallerin.....	
Nocturne.....	\$11.75
Rubaiyat.....	Value
San Fernando.....	
Tallyho.....	

SPECIAL PRICE \$10.00

SPECIAL NO. 5

Rose D'Or.....	
Rubaiyat.....	
Mme. Henri Guillot.....	
Nocturne.....	
Sonata.....	\$17.25
Mirandy.....	
Mme. Chiang Kai-Shek.....	
Mission Bells.....	Value
Mary Margaret McBride.....	

SPECIAL PRICE \$15.00

SPECIAL NO. 4

Fantasia.....	
Grande Duchess.....	
Charlotte.....	
Hector Deane.....	
Mark Sullivan.....	
Santa Anita.....	
Texas Centennial.....	

SPECIAL PRICE \$8.25

OREGON SPECIAL NO. 6

Fred Edmunds.....	\$6.25
Dean Collins.....	
Rubaiyat.....	Value

SPECIAL PRICE \$5.50

PINOCCHIO SPECIAL NO. 7

Pinocchio.....	
Red Pinocchio.....	\$6.50
Lavender Pinocchio.....	
Yellow Pinocchio.....	Value

SPECIAL PRICE \$5.50

FLORIBUNDA SPECIAL NO. 8

Fashion.....	\$5.25
Rose Elfie.....	
Vogue.....	Value

SPECIAL PRICE \$4.80

ORDER SHEET

N. VAN HEVELINGEN

Growers of the World's Finest Roses

Post Office Box 5076

PORLAND 13, OREGON

DO NOT WRITE IN THIS SPACE

Order No. _____

Ack'd. _____

Shipped

Via _____

Gentlemen: Please send the following order to:

Name: Mr.
 Mrs.

Street, R. F. D. or P. O. Box

City or Town _____ **State** _____

Shipping Point (If other than Post Office) _____

Payment Enclosed: Total Amount \$ _____

Cash

By: Check

Money Order

Date of Shipment desired _____

TERMS: Payment must accompany order, in cash, personal check, Express Money Order, or Post Office Money Order. Please check method used, in space above.

Due to high shipping cost, please add 10c per plant east of the Rocky Mountains. Will ship by express or parcel post. Tree Roses are shipped by express collect.

All shipments are covered by our full guarantee, explained in our catalog, for variety, quality, and condition on arrival.

All orders will be shipped as soon after receipt as possible, between October 20 and April 20.

Do you wish us to send an equally good variety if any of the kinds ordered are sold out?

INDICATE 2nd CHOICE

TOTAL (Payment Enclosed) _____

NO ENVELOPE NECESSARY

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THIS FLAP IS GUMMED, READY TO SEAL

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PORTLAND 13, OREGON

Post Office Box 5076

Growers of the World's Finest Roses

N. VAN HEVELINGEN

LETTER
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TYPICAL GROWTH HABITS OF ROSE TYPES



Shrub Rose



Miniature



Tea



Hybrid Tea



Floribunda

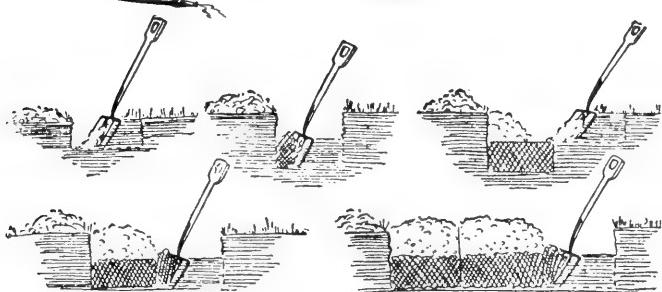


Hybrid Perpetual



Climbing Rose

PLANTING

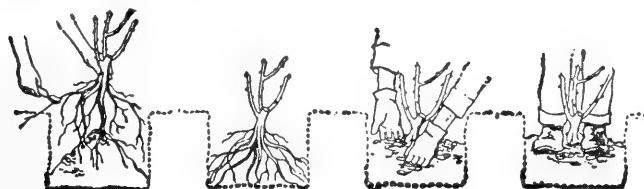
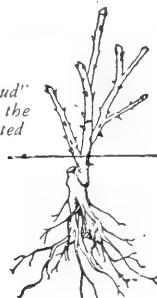


Preparing soil for rose-bed by working manure into the bottom.

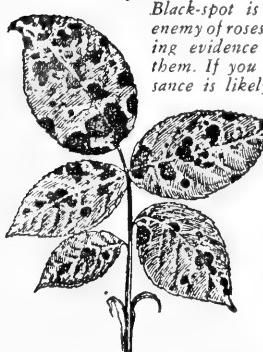


Keeping the roots in water or thin mud until planted to prevent them getting dry.

Showing the "bud" placed just under the surface when planted



DISEASES



Black-spot is an easily recognized enemy of roses. Burn all leaves showing evidence as soon as you find them. If you spray before this nuisance is likely to appear, you may not be troubled at all.



Mildew can be controlled with Bordeaux mixture or sulphur dust which are the standard fungicides for both the diseases illustrated here.

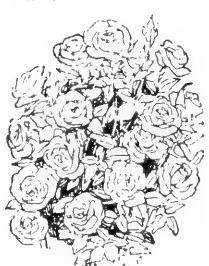
PRUNING



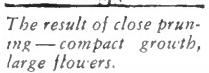
A Hybrid Tea pruned close in spring



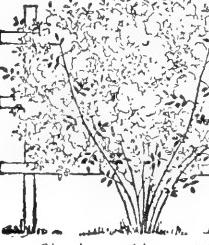
An established Hybrid Tea rose pruned high in spring.



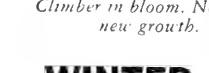
The result of high pruning. Note bare legs and tall growth.



The result of close pruning—compact growth, large flowers.



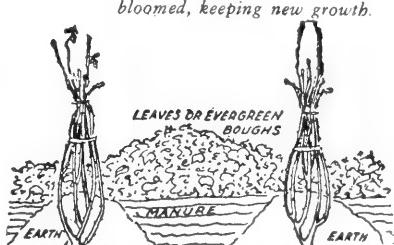
Climber in bloom. Note the new growth.



After blooming remove wood which bloomed, keeping new growth.

WINTER PROTECTION

Winter protection in cold climates
The tops of newly planted roses are usually cut back farther than shown here.



MODERN TREE ROSES

STANDARD TREE ROSES

\$4.50 each
3 for \$12.50
6 for \$23.50

All Tree Roses Are
Shipped
EXPRESS
COLLECT

BLANCHE MALLERIN—

Patent 594
Clear white blooms on wiry stems.

CAPISTRANO—Patent 922
Deep glowing pink, richly fragrant.

CHARLES MALLERIN—

Patent 933
Blackish crimson-velvet.

CHARLOTTE ARMSTRONG—Pat. 455

Crimson buds, cerise blooms.

CHRYSLER IMPERIAL—Patent 1167
Vivid, rich crimson tones.

CHRISTOPHER STONE

Brilliant crimson deepening with age.

CONDESA DE SASTAGO

Scarlet inside; gold outside.

CRIMSON GLORY—Patent 105

Rich velvety crimson.

DONALD PRIOR—Patent 377

Cluster-flowered rich dark red.

DUQUESA DE PENARANDA

Fragrant orange copper.

ECLIPSE—Patent 172

Slender yellow buds. Profuse blooming.

ETOILE DE HOLLANDE

Fragrant glorious brilliant red blooms.

FANDANGO—Patent 894

Scarlet buds, deep chinese red blooms.

FASHION—Patent 789

Clusters of pink overlaid gold, ending in coral.

FRED EDMUND—Patent 731

Glowing coppery orange. Rich fruity fragrance.

FRAU KARL DRUSCHKI

Large double white.

GRANDE DUCHESSE CHARLOTTE

Patent 774

Buds rich claret red, open blooms begonia rose.



PATENTED TREE ROSES

\$5.00 each
3 for \$14.00
6 for \$26.00

ROSE PEACE
\$5.50 each
3 for \$15.50
6 for \$29.50

McGREDY'S YELLOW

Bright buttercup yellow.

MME. EDOUARD HERRIOT

Old rose, coral and flame.

MME. HENRI GUILLOT—Patent 337
Artistic blooms of orange, coral and red.

MRS. P. S. DU PONT

Clear yellow fragrant blooms.

PEACE—Patent 591
Yellow edged rose, finally cream and pink.

PICTURE

Rich warm pink with salmon undertone.

PRES. HERBERT HOOVER
Pink, red and yellow blend.

PINK RADIANCE

Never failing hardy pink. Will stand heat.

RAPTURE

Deep saturated pink.

RED RADIANCE

Large fragrant red with an iron constitution.

RED PINOCCHIO—Patent 812
Clusters of small well shaped red blooms, yellow at the base.

SATURNIA—Patent 349
Cardinal red, reverse salmon yellow, copper.

SHOW GIRL—Patent 646
Deep pink of exquisite form.

SUTTER'S GOLD—Patent 885
Orange-yellow, laced with red.

TALISMAN

Red rose, orange and yellow.

TALLYHO—Patent 828
Inside pink, outside cardinal red.

VOGUE—Patent 926
Brilliantly glowing cherry-coral.

Books We Recommend for Amateur Growers:

HOW TO GROW ROSES

By Robert Pyle and Horace McFarland, \$2.00

ROSES ILLUSTRATED

By Dean Collins.....\$5.00

Sponsored by the Portland Rose Society

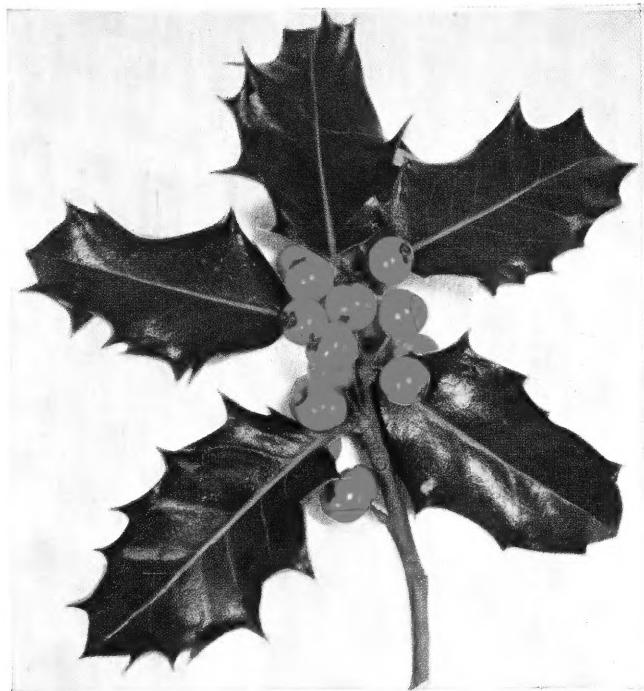
ROSES FOR EVERY GARDEN

By R. C. Allen.....\$3.50

Oregon Grown

English Holly

*The Ideal
Christmas Gift
for your friends*



Our large farm is surrounded by beautiful trees of genuine English Holly from which we cut carefully selected long branches filled with bright scarlet berries clustered among shiny dark green leaves.

No gift is more acceptable at the Yuletide season for table and wreath decorations or corsages than freshly cut holly. Order today. Enclose gift cards for your friends. We will ship direct for you.

N. Van Hevelingen ★ Growers ★ Portland, Ore.



Holly, treated to prevent dropping leaves or berries, packed in attractively illustrated boxes.

No. 1—

20 x 9 x 4 inch box \$3.00

No. 2—

24 x 10 x 4½ inch box \$3.75

Sample Box \$1.25

Shipped prepaid

Decorator's Special

Five pounds of berried holly in plain box, 12 x 6½ x 30 inch \$6.75

Shipped prepaid

Use Order Blank on Back

Use this order blank for Daffodils only

Your friends will enjoy KING ALFRED DAFFODILS

Use this convenient order blank before November 15

N. VAN HEVELINGEN, *Growers*, 140th Ave. and Sandy Blvd., Box 5076, Portland 13, Oregon

Enclosed find \$.

for _____ dozen KING ALFRED DAFFODILS

Ordered by _____ Address _____
(Print)

Send Oregon Holly for Christmas

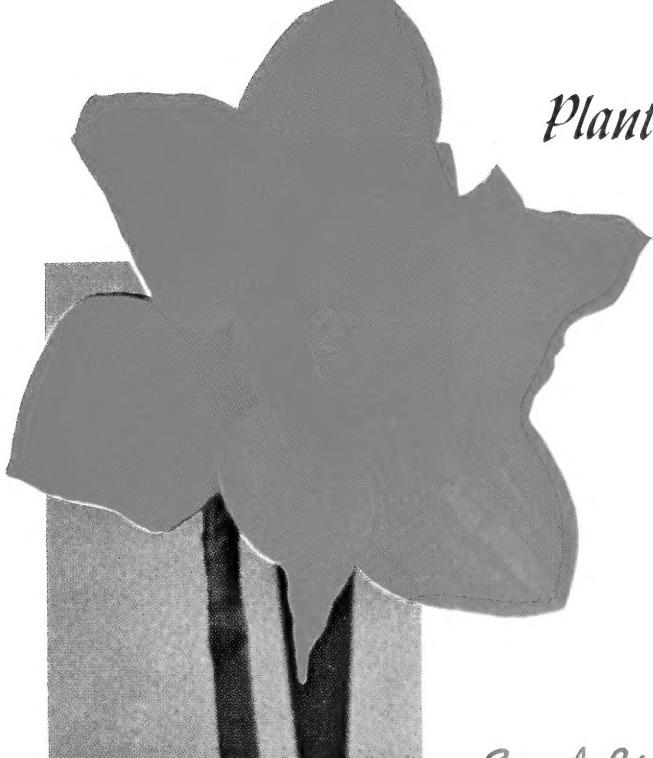
Be sure to order before December 10

Use this order blank for Holly only

N. VAN HEVELINGEN, *Growers*, 140th Ave. and Sandy Blvd., Box 5076, Portland 13, Oregon

Enclosed find \$ _____ for _____ gift boxes of HOLLY to be shipped to:

Ordered by _____ Address _____
(Print)



Plant Oregon's Finest

King Alfred Daffodils

*This Fall for Beautiful
Spring Flowers*

ALL DOUBLE-NOSE BULBS PRODUCING
AT LEAST 2 FLOWERS PER BULB

No early blossoms will give you so much joy and satisfaction for so little care. Use them for indoor forcing when flowers are scarce, and for early spring color in your garden. Bulbs will last for years and will increase in number.

Packed 60 (5 doz.) to the bag	\$5.00
East of the Rockies	\$5.25

Shipped prepaid

Send Your Order Today!

*King Alfred Daffodil
and One of Our
King Alfred Field Plantings (below)*

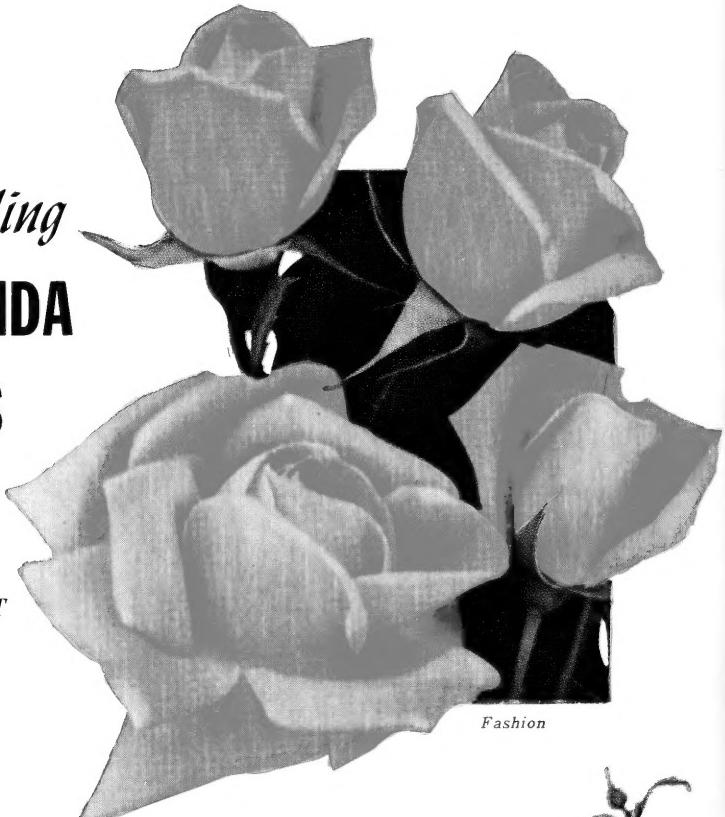




New
and
Outstanding
**FLORIBUNDA
ROSES**

Yellow
Pinocchio

Complete
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On Pages 18-19



*See Page 22 for Our
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